

WHO DO YOU THINK YOU ARE? FIND OUT ONLINE

Submitted by: 10 Yetis PR and Marketing

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62% of Brits are convinced they descended from Royalty and with programmes like 'Who Do You Think You Are?' revealing that both Davina McCall and Boris Johnson are distantly related to King's and Queen's, it's no wonder that 89% of Brits are trying to discover their family tree.

A study from Yasni.com has revealed that almost 90% of Brits would like to discover more about their family tree; with 62% convinced they are related to Royalty and 84% eager to discover more about their history.

1 in 4 respondents claimed that watching the BBC documentary, 'Who Do You Think You Are?' has triggered questions about where they are from and where they descend from and for 17% of the documentary watchers, this has resulted in online searches to discover more about their ancestors.

According to the results from www.yasni.com, 1 in 6 people living in Britain are trying to find a family member that they have either never met or lost touch with many years ago. A further 69% of Brits would like to get in touch with an old school friend, ex-colleague or an old flame. 14% admit that they do not know where to turn to find this person.

The study of 2,011 Brits revealed that even though two thirds of people knew that the internet could potentially point them in the right direction of their lost loved one, 17% did not know how to start this search or which sites to use and a further 23% confessed to having spent many hours looking on various websites for key information at no avail.

Yasni is the world leader in people search and in just a few seconds is able to scour the entire web and provide all of the publicly available information about any individual, via one simple and free search.

Yasni will produce all images related to any name from around the world; meaning that within seconds people are potentially able to identify whether one of those images is their long lost friend, or is too young to be their mother and so on. This means that the timescale of the entire search can be considerably shortened.

Andy Barr CCO from Yasni had the following to say;

"The different avenues people can explore now to try and trace a missing person is endless compared to only 10 years ago. Thanks to sites like Facebook and Twitter, people are now living their lives much more transparently and it has become more accessible to track people from all over the world, knowing only their name.

"We have had many cases on Yasni whereby people have got in touch with us to let us know that they have found their friend, child or parent by using the site, and to us this is a great achievement. However, if Yasni reveals that you are not in fact related to Royalty, we can only apologise!"

ENDS

For more information about Yasni visit <http://www.yasni.com>

Logos and images of Andy Barr are available on request

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Note to Editors

About Yasni (www.yasni.com):

Yasni is the world's most popular people search website with more than 26 million page requests and approximately 10 million visitors on six continents each month.

People search, which accounts for nearly one-third of all search queries on the Internet, is one of the largest online markets as more and more people turn to the Web to find information about old friends, co-workers, business partners, job applicants, neighbours, prospective mates and much more.

In just a few seconds, Yasni provides a free and comprehensive overview of people and their associated networks, including contacts, pictures and other publicly available information.

Yasni is also the ultimate resource to control one's online reputation and manage what information is available about them on the Web.